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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

Todd R. Collart

Filed: 4/21/99

Serial No.: 09/295,856

For: SYSTEM, METHOD AND

ARTICLE OF MANUFACTURE

FOR TRANSMISSION OF

ADVERTISEMENTS BASED ON

THE CONTENT OF AN ELECTRONIC STORAGE MEDIUM (as amended)

Confirmation No. 7668

Art Unit: 2125

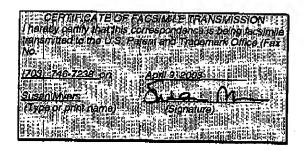
Examiner: Rodriguez, P.

Attorney Docket No. IA 1506,01A US

PRELIMINARY AMENDMENT

Box CPA Honorable Commissioner for Patents Washington, D.C. 20231

Sir:



In response to the Office Action of December 10, 2002, please amend the Application as follows:

Amendments to the claims are reflected in the listing of the claims which begins on page 2 of this paper.

Remarks begin on page 10 of this paper.